



**USAID**  
FROM THE AMERICAN PEOPLE

**Issuance Date:** March 2, 2009  
**Closing Date:** April 21, 2009, 09:00 AM Georgian Time

**To:** All contractors under the Population, Health and Nutrition Technical Assistance and Support Contract Three (TASC3 – Global Health) IQC

**Subject:** RFP No. 114-09-007 - USAID/Caucasus Task Order Opportunity under the TASC3 – Global Health (Population, Health and Nutrition Technical Assistance and Support Contract Three) Indefinite Quantity Contract

Dear Sir/Madam:

Enclosed is a Request for Proposals (RFP) for a Task Order to be issued under the subject IQC to implement the attached Statement of Work (SOW).

The estimated cost of this Task Order is \$ 10.5 million over a 5 year period.

To assist firms in the preparation of their proposals attached you will find the following documents:

1. Description / Specifications / Statement of Work (Attachment 1)
2. Evaluation Criteria (Attachment 2)

**RFTOP Instructions:** If an Offeror does not follow the instructions set forth herein, the Offeror's proposal may be eliminated from further consideration or the proposal may be down-graded and not receive full or partial credit under the applicable evaluation criteria.

**Accurate and Complete Information:** Offerors must set forth full, accurate and complete information as required by this RFTOP. The penalty for making false statements to the Government is prescribed in 18 U.S.C. 1001.

**Offer Acceptability:** The Government may determine an offer to be unacceptable if the offer does not comply with all of the terms and conditions of the Request for Task Order Proposals (RFTOP).

**Proposal Preparation Costs:** The U.S. Government will not pay for any proposal preparation costs.

## **INSTRUCTIONS TO OFFERORS**

Offerors shall submit separately a Technical Proposal and a Cost Proposal in response to this RFTOP.

### **General Information**

(a) The Government may award a task order without discussions with Offerors.

(b) The Government intends to evaluate task order proposals in accordance with Attachment 2 of this RFTOP and award to the responsible contractor(s) whose task order proposal(s) represents the best value to the U.S. Government. "Best value" is defined as the offer that results in the most advantageous solution for the Government, in consideration of technical, cost, and other factors.

(c) The submitted technical information will be scored by a technical evaluation committee using the technical criteria shown in Attachment 2. The evaluation committee may include industry experts who are not employees of the Federal Government. When evaluating the competing Offerors, the Government will consider the written qualifications and capability information provided by the Offerors, and any other information obtained by the Government through its own research.

For overall evaluation purposes, technical factors are considered significantly more important than cost/price factors.

### **Technical Proposal**

The technical proposal and annexes will be in 12 font Times New Roman with 1 inch margins top and bottom and 1 inch margins left and right. The technical proposal must not be more than 15 pages in length excluding resumes and annexes.

The Technical Proposal must include the following:

1. A detailed description of the technical approach explaining how the Statement of Work will be carried out;
2. Implementation and Management Plan;
3. Proposed personnel identified by level of education and experience (CVs for each proposed candidate must be included as an annex);
4. A detailed estimate of labor work days. Proposal submissions should include a proposed staffing plan identifying skills and education level category;
5. An illustrative list of short term advisors and (CVs for each proposed candidate should be included as an annex if possible). Short term advisor positions may be left TBD in the proposals;
6. Past Performance information for similar activities for the past three years. This may include information about quality of services, timeliness of performance, cost control, and customer satisfaction under similar activities for the past three years;
7. Information about the Offeror's corporate experience in managing similar activities;
8. Quality Assurance Plan (may be submitted as an annex);
9. Preliminary Branding and Marking Plan (may be submitted as an annex); and a
10. Detailed preliminary Performance Management Plan (PMP) (may be submitted as an annex).

11. Indication of any Organizational Conflicts of Interest;
12. A certification that no USAID employee has recommended the use of an individual under the proposed task order who was not initially located and identified by your organization;

**Technical Approach:**

The Offerors should address for each component how their approach and strategy will enhance longer-term sustainability of the project activities and relationships.

The Offerors will describe in its proposal its approach and strategy for efficient management of health services, higher productivity and quality.

The Offerors will provide an annex to the proposal that describes for this project its overall approach and strategy to meet critical MCH/FP needs while laying the foundation for long-term, sustainable family planning and maternal and neonatal health programs in the private sector.

**Implementation and Management Plan:**

The contractor will submit in their proposal a management plan, which describes how they will staff, organize and manage the project, sub-contractors, and the grants program.

The Offerors should include in their proposal a rapid mobilization plan that identifies clearly their strategy and capability for achieving the near term targets included in the Scope of Work.

As TASC 3 primes have previously submitted their grants manual to USAID, they need only provide specifics of how they will manage the grants program for this project in support of the project's objectives, including any specific criteria that the contractor proposes to apply to determine the eligibility of private entities for grants under the TASC 3 Task Order. This information may be submitted as an annex to the proposal.

The Offerors will submit a preliminary detailed workplan as annex to the proposal. This preliminary workplan will include, but not be limited to, a timeline, with major milestones, for carrying out the various activities under this project, including a specific and detailed set of tasks associated with achieving the rapid mobilization targets. This workplan will be revised and submitted to the COTR within two weeks of Task Order award. Although the detailed workplan is included in an annex, it should be summarized in the main body of the proposal.

**Personnel:**

The Offerors will establish their office in Tbilisi. The Offerors will propose appropriate long and short-term staff, as well as an organizational plan, to carry out the scope of work and other requirements under this RFTOP. The following are key personnel for this project: the Chief of Party (COP), Senior technical Experts. Offerors should use the information contained in this RFTOP, including the criteria set forth in the "Evaluations Factors for Award" in assessing the appropriateness of qualifications for their proposed key personnel and other staff or consultants. Given the limited resources available for this project, the contractor is expected to be judicious in the proposed level of personnel and ensure that the key personnel have the requisite leadership, management, and technical skills to carry out effectively the project with minimal home office or other short-term technical assistance (STTA) support.

**Quality Assurance Plan:**

The Offerors will submit a Quality Assurance Plan that includes its proposal for how its implementation of the project will be assessed with respect to the requirements in this RFTOP.

The QAP may also be submitted as an annex with appropriate summary in the main body of the proposal.

**Branding and Marking Plan:**

The Offerors will submit a preliminary branding and marking plan as an annex to its proposal.

**Performance Monitoring Plan:**

Offerors will prepare a preliminary Performance Management Plan (PMP) for submission with their proposal. This preliminary plan will describe the Offeror's proposed monitoring and reporting system for capturing data on the key indicators listed in Section 2.4 of Attachment 1, as well as those included under the expected results in Section 4 of Attachment 1, with appropriate desegregations for gender, sector, public/private organization of vocational center, region, etc. This preliminary plan will provide proposed targets for each indicator. A preliminary plan for data validation, as well as the Offeror's procedures for the safeguarding of information on human subjects should also be included. The Offerors may include the detailed preliminary PMP as an annex to the proposal, with appropriate summary of the same included in the main body of the proposal. Within 30 days of award, the Offerors will develop and submit to USAID a complete PMP.

**Key Personnel Instructions**

The key personnel position under this contract shall include the Chief of Party. Essential experience and knowledge associated with this position should include strong management skills and knowledge of the political environment in the region. USAID anticipates that candidates for this position will be expatriates. USAID will approve key personnel and any changes to key personnel under this Task Order. Required qualifications and functions for key personnel include the following:

**Chief of Party:** The Chief of Party will head the Contractor's team and make regular reports to the USAID Contracting Officer's Technical Representative (COTR) and the Health and Social Development Office Director. The Chief of Party will be responsible for the overall management and implementation of the project. S/he will supervise project implementation, serve as the principal interlocutor with USAID and the GOG, and ensure that the project meets its planned results. The Chief of Party will represent any sub-cooperating organizations, if any, to this project, and be the point of contact for all purposes of this project, unless delegations of authority are presented to and agreed by the USAID COTR. The Chief of Party should have an advanced degree in a relevant field from an accredited university. The Chief of Party must have at least 10 years of experience in working in reproductive health related projects, including family planning, maternal and child care and contraceptive social marketing, as well as proven leadership and management skills experience to effectively and efficiently implement the project described in this RFTOP. Experience in Eastern Europe or Eurasia is desirable. S/he should have demonstrated exemplary diplomatic and interpersonal skills to ensure internal coherence among diverse team members as well as relations with the GOG, donors and the international community. Experience and skills in financial management and performance monitoring are desirable. The Chief of Party should possess excellent presentation and English writing skills.

**Additional Staffing and Organizational Considerations:** USAID expects that all project field staff, regardless of institutional affiliation, will be co-located in the project office in order to maintain a single identity for the project and to facilitate teamwork and coordination.

The contractor under this award is expected to maintain the minimum necessary full-time professional and support staff, but should propose additional short-term staff or consultancies to best respond to this request for task order proposals.

The project will be managed in-country with all management decisions and administrative responsibilities delegated to the main field office in Tbilisi, Georgia. The prime Contractor's home office is expected to provide managerial oversight and administrative backstopping, and technical assistance as needed.

### **Cost Proposal**

The Cost or Business Proposal is to be submitted under separate cover from the technical application. A cost proposal should include a detailed level of effort estimate for labor, detailed budget notes and a detailed breakout of all costs (travel, per diem, etc.) necessary for implementation of the Statement of Work along with a narrative explanation of the basis for estimates for each category of cost. Cost proposal should also include Contractor Biographical Data Sheets (Form 1420-17) for all proposed staff.

Technical evaluation criteria are included as Attachment 2 to this solicitation. USAID will award the Task Order to the Offeror that will provide the best value to the Government, both technical and cost factors considered. All technical evaluation factors, when combined, are more important than the cost.

IQC firms wishing to submit a proposal to implement this activity must submit their proposals by the closing date noted above. Proposals shall be submitted via e-mail to Ms. Irina Bakradze, Acquisition Agent, Regional Contracting Office, USAID/Caucasus at [ibakradze@usaid.gov](mailto:ibakradze@usaid.gov), or [rcocaucasus@usaid.gov](mailto:rcocaucasus@usaid.gov). Please provide your proposals by April 21, 2009

In addition to sending proposals via email, Offeror's may also submit proposals in hard copy. If an Offeror chooses to submit hard copies in addition to the electronic submission, the hard copies should be submitted in envelopes with "RFP 114-09-007" inscribed thereon to:

Regional Contracting Office  
USAID/Caucasus  
11, George Balanchine Street  
Tbilisi, 0131, Georgia

If hard copy proposals are submitted, cost and technical proposals must be submitted in separate envelopes/packages. Four copies of the technical proposal and two copies of the cost proposal are required. If proposals are submitted via Commercial Courier please allow a minimum of five days handling time in order to meet the above deadline for receipt of proposals. Proposals that are not received by the RCO/USAID/Caucasus by the deadline above shall be considered "late" and may not be accepted.

Please acknowledge receipt of this e-mail and send any questions you may have in writing to Ms. Bakradze via email at [ibakradze@usaid.gov](mailto:ibakradze@usaid.gov) or [rcocaucasus@usaid.gov](mailto:rcocaucasus@usaid.gov) by April 21, 2009.

Sincerely,

John F. Lord  
Regional Contracting Officer

USAID/Caucasus

Resource Documents:

- Georgian Reproductive Health and Maternal and Child Health Sector Assessment.

Resource documents will be sent to contractors under the Population, Health and Nutrition  
Technical  
Assistance and Support Contract Three (TASC3 – Global Health) IQC by e-mail.

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